

EC'd Yes    Last Received: 08/26/2012 7:59 PM    Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.	Agency ( ) MUNDY KATOWITZ MEDIA INC	Rep Firm
Advertiser ( ) PRIORITIES USA ACTI	1322 G. STREET SE	Sales Office ( ) PHILADELPHIA
Product PRIORITIES USA	WASHINGTON, DC 20003	Salesperson ( ) ANJIE BRADY
Estimate# 1563	Agency C/P1/P2/E 321/340/1563	
Buyer CASEY BESSETTE	Flight Dates 10/02/2012 - 10/08/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

CLIENT: PRIORITIES USA ACTION SC=\*

-- REMARKS --

THIS IS A NEW ISSUE ORDER  
CONTRACT TOTAL IS \$21,650  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TH	5A-6A	EARLY AM NEWS	:30	\$700.00	10/04-10/04	1	1	1	\$700.00	
	2	M	5A-6A	EARLY AM NEWS	:30	\$700.00	10/08-10/08	1	1	1	\$700.00	
	3	W	6A-7A	AM NEWS	:30	\$2,000.00	10/03-10/03	1	1	1	\$2,000.00	
	4	F	6A-7A	AM NEWS	:30	\$2,000.00	10/05-10/05	1	1	1	\$2,000.00	
	5	TU	7A-9A	TODAY SHOW	:30	\$2,000.00	10/02-10/02	1	1	1	\$2,000.00	
	6	TH	7A-9A	TODAY SHOW	:30	\$2,000.00	10/04-10/04	1	1	1	\$2,000.00	
	7	TU	9A-10A	TODAY SHOW 2	:30	\$500.00	10/02-10/02	1	1	1	\$500.00	
	8	F	9A-10A	TODAY SHOW 2	:30	\$500.00	10/05-10/05	1	1	1	\$500.00	
	9	W	10A-11A	TODAY SHOW 3	:30	\$400.00	10/03-10/03	1	1	1	\$400.00	
	10	TU	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/02-10/02	1	1	1	\$200.00	
	11	M	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/08-10/08	1	1	1	\$200.00	

Station WAVY-TV NORFOLK, VA.  
Advertiser (    ).PRIORITIES USA ACTI  
Product PRIORITIES USA  
Estimate# 1563  
Buyer CASEY BESSETTE  
Phone#  
Fax#

Agency (    ) MUNDY KATOWITZ MEDIA INC  
1322 G. STREET SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1563  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	W	12P-1P	NOON NEWS	:30	\$300.00	10/03-10/03	1	1	1	\$300.00	
	13	F	12P-1P	NOON NEWS	:30	\$300.00	10/05-10/05	1	1	1	\$300.00	
	14	TH	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	10/04-10/04	1	1	1	\$350.00	
	15	W	2P-3P	THE DOCTORS	:30	\$200.00	10/03-10/03	1	1	1	\$200.00	
	16	F	4P-5P	ANDERSON COOPER	:30	\$450.00	10/05-10/05	1	1	1	\$450.00	
	17	M	4P-5P	ANDERSON COOPER	:30	\$450.00	10/08-10/08	1	1	1	\$450.00	
	18	M	6P-630P	6PM NEWS	:30	\$1,800.00	10/08-10/08	1	1	1	\$1,800.00	
	19	TU	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	10/02-10/02	1	1	1	\$1,500.00	
	20	TU	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/02-10/02	1	1	1	\$500.00	
	21	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/08-10/08	1	1	1	\$500.00	
	22	W	1235A-135A	JIMMY FALLON	:30	\$150.00	10/03-10/03	1	1	1	\$150.00	
	23	F	1235A-135A	JIMMY FALLON	:30	\$150.00	10/05-10/05	1	1	1	\$150.00	
	24	W	430A-459A	EARLY TODAY	:30	\$200.00	10/03-10/03	1	1	1	\$200.00	
	25	M	430A-459A	EARLY TODAY	:30	\$200.00	10/08-10/08	1	1	1	\$200.00	
	26	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$500.00	10/06-10/06	1	1	1	\$500.00	

EC'd Yes    Last Received: 08/26/2012 7:59 PM    Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.    Agency (    ) MUNDY KATOWITZ MEDIA INC    Rep Firm    ) PHILADELPHIA  
Advertiser (    ) PRIORITIES USA ACTI    1322 G. STREET SE    Sales Office (    )  
Product PRIORITIES USA    WASHINGTON, DC 20003    Salesperson (    ) ANJIE BRADY  
Estimate# 1563    Agency C/P1/P2/E 321/340/1563    Salesperson Phone# 215-567-6005  
Buyer CASEY BESSETTE    Flight Dates 10/02/2012 - 10/08/2012    Salesperson FAX# 215-567-5938  
Phone#    Hiatus Weeks   

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	27	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	10/06-10/06	1	1	1	\$800.00	
	28	SA	6P-630P	SATURDAY 6PM NEWS	:30	\$500.00	10/06-10/06	1	1	1	\$500.00	
	29	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	\$300.00	10/06-10/06	1	1	1	\$300.00	
	30	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	10/07-10/07	1	1	1	\$800.00	
	31	SU	6P-7P	SUNDAY 6PM NEWS	:30	\$500.00	10/07-10/07	1	1	1	\$500.00	

---REPORT TOTALS---

Report Totals: 31 / \$21,650.00

---SALES MONTHLY TOTALS---

Oct 12: 31 / \$21,650.00  
Sales Totals: 31 / \$21,650.00  
Station Totals: 31 / \$21,650.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$65,606	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%
		WTVZ 4%	WVBT 8%	WVEC 26%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

EC'd Yes    Last Received: 08/26/2012 7:59 PM    Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser (    ) PRIORITIES USA ACTI  
Product PRIORITIES USA  
Estimate# 1563  
Buyer CASEY BESSETTE  
Phone#  
Fax#

Agency (    ) MUNDY KATOWITZ MEDIA INC  
1322 G. STREET SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1563  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938